

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic design.

# Troy Family Daze 2021

# Troy Community Foundation today

## Foundation Officers

Chair: Karen Greenwood  
Vice Chair: Jennette Smith Kotila  
Treasurer: Kumar Giri  
Secretary: Jon Boguth

## Advisory Board

Chair: Valiena Allison  
18 Community Business Leaders

## Executive Director (part time)

Olivia Visperas McLaughlin

## Troy Family Daze Committee

Chair: Al Lindsey  
Chair-Elect: Pete Sherman  
Secretary: Jim Cyrulewski  
35-member committee

## Other Organizations in Foundation

Friends of Troy Seniors ~120 members  
Senior Home Assistance Repair Program ~30 members  
Senior Computer Lab ~15 members  
Angel Pillow Fund

## Endowments

More than 10 endowments  
A couple more forthcoming

## Endowments: Lasting Investment in Our Community

- ▶ Doubled Size of Endowments in 36 months  
Currently around \$680,000 in endowments  
-5% annual distribution rate  
*-Estimate \$302,000 in distributions over the next 10 years*
- ▶ Anyone can start an endowment with an initial deposit of \$10,000
- ▶ Current endowments with Troy Community Foundation = families, businesses, and organizations



# Troy Family Daze

## 2021 Spring - *Uncertainty and Risk*

- ▶ **Lost \$15,000+** loss of materials and ticket booths in the Zion Church garage fire.
- ▶ 2021 Summer and Fall Festivals were being canceled around MI
  - ▶ *Canton Liberty Fest*
  - ▶ *Grand Rapids Festival of Arts*
- ▶ Local public venues still closed
- ▶ Public uncertainty on effectiveness of vaccine and concern about growing delta variant

## April 2021

# Committee said “ Go!\* ”

### 1. Keep Festival Safe:

1. Monitor COVID developments
2. Implement best practices from other festivals

### 2. Avoid potential large financial loss if forced to cancel 2021 Troy Family Daze

1. *“Shrink the festival”*
2. Cancel newly planned community events and ideas that would have required upfront investments

### 3. Success in 2021= Simply holding festival





# 2021 Troy Family Daze




- ▶ **Fantastic Weather** (no rain)
- ▶ **Pent up demand**  
for in-person public events
- ▶ **Outstanding Volunteer Participation**  
300+ volunteers helped at the festival



# 2021 Troy Family Daze

(cont.)

## Revenues

- ▶ 37% increase in Ride Revenue
- ▶ Spike in Admissions Revenue & Ticket Sales
- ▶ Booth sales 
- ▶ Food Vendors revenue 
- ▶ Corporate sponsorships 
  - Businesses were hesitant to get involved assuming the festival would be canceled

## Expenses

Inflationary pressures made a “small” festival cost nearly as much as past festivals





# 2021 Troy Family Daze

(cont.)

## Wonderful Sponsorship Support

Presenting Sponsor:



Payroll & Taxes • Benefits Administration • Workers' Compensation  
Human Resources • Regulatory Compliance

[relyontrion.com](http://relyontrion.com)





# 2021 Troy Family Daze

(cont.)

## Great Community Partners





# 2021 Troy Family Daze

## (cont.)

### ► Goals for Distribution

- \$3k to organization grants
- \$15k to community grants
- \$25k to big project TBD
- City of Troy - \$5k to bicycle repair stations
- \$53k to operations (including Troy Charity Night - spring 2022 event)
- \$10k to reserve fund for Troy Family Daze







# 2022 and Beyond... Troy Family Daze

Potential  
Traditional and New Events!



# Troy Family Daze - All Ideas are Welcome!

- ▶ 5k Race
- ▶ Rotary Breakfast
- ▶ Sunday exercise class (yoga/spin)
- ▶ Art exhibit from Troy School District
- ▶ School clubs - similar to Robotics program
- ▶ Petting Zoo - bring back
- ▶ Beer tent
- ▶ Bigger endowment presence
- ▶ Cutest Baby contest
- ▶ More inclusive and more community involvement!

